

THE IMPACT OF ELECTRONIC PROMOTION ON THE DECISION TO BUY FAST FOOD (APPLIED STUDY WITHIN AMMAN CITY, JORDAN)

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ABSTRACT

The target of this study is to know the impact of electronic promotion on the decision of purchasing fast foods. This study is divided into the following four dimensions: Electronic advertising messages, direct contact with company sites (locations), Activate electronic sales, and Decision to purchase (buy) fast food. In order to meet and achieve study targets (objectives), the researcher developed study pattern that includes the four dimensions of the study. In addition, a questionnaire designed of (25) questions and it is distributed to sample of (396) consumers within Amman city, which formulate the sample space. The research used one-sample-t-test and Pearson relation (connection) factor. Results of statistical analysis shows that direct contact to companies' sites (locations) and electronic sales activation have an impact on purchase decision of the fast food.

KEYWORDS: *Electronic Promotion, Activate Electronic Sales, Decision to Purchase & Pearson Relation*

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INTRODUCTION

The appearance of the internet and its applications, contributed largely to help marketing administration in implementing and executing its activities and contacts with consumers on local and international market level, for both big and small organizations.

Currently, organizations targeted consumers by circulating (spreading) its advertising messages through their electronic locations (sites) and through social media because electronic advertising represents a publishing and circulating (sending) means for the advertising messages through the internet.

Akayleh indicates that appearance of the internet assisted organizations to overcome and conquer borders and boundaries; and achieve to communicate, process the commercial dealings, target markets, offer (provide) internet users with the last information about products (commodities and services) and the way to get them.

(Akayleh, 2015, P21)

This communication developed and took the advantage of fast circulating which pushed workers in marketing business to call it viral marketing because messages and information circulate and spread as fast as the speed of virus spreading.

The role of internet and electronic promotion is not limited by serving organizations only but has a big contribution in serving consumers as well, this for what it offers them from information about commodities and services with minimum costs, time, effort and money especially that the services and information are available

around the clock. Nowadays, many consumers search for service and commodity, they desire to purchase, through internet with no need to move to markets to search for them and define their locations and available alternatives, their prices and any other information, which help them to take the proper purchasing decision. The consumer may run the purchasing through internet or move to the selling location, by that he saves a lot of time, effort and money. The electronic promotion considered a direct and indirect communication process and through its components targeted to promote thoughts and products by using the proper promotion methods (means).

The electronic promotion contributes in opening the domain for all marketing people to present and promote their products without the need for a large capital. Now it is possible to design an advertising campaign for the products with simple cost compared with similar advertising campaign that uses traditional advertising means.

The electronic promotion also contributes in circulating advertising messages, public relations, manage customer relationship, and activate sales all through electronic communication.

Abu Fara indicated that there are group of basic tools used to promote electronic businesses through internet, which allow electronic business organizations to reach customers and inform (aware) them about their products and convince them to purchase it.

The Most Important Promotional Tools used are Mentioned in the Following

- Websites
- Search Engines
- Directories
- Electronic Advertising
- Chatting
- E-Mail
- Net New Groups
- Viral Marketing

RESEARCH OBJECTIVES

The objectives of this study to aware about the impact of the electronic promotion on purchase decision of fast food.

Generally, We Can Summarize Research Objectives in the Following

- Aware, identify and know about the impact of the electronic advertising messages on purchase decision of fast food.
- Aware, identify and know about the impact of the direct contact to companies sites (locations), and awareness about electronic messages, on purchase decision of fast food.
- Aware, identify and know about the impact of sales activation on purchase decision of fast food.

Study Model

In the following diagram (Figure 1), we present the study module.

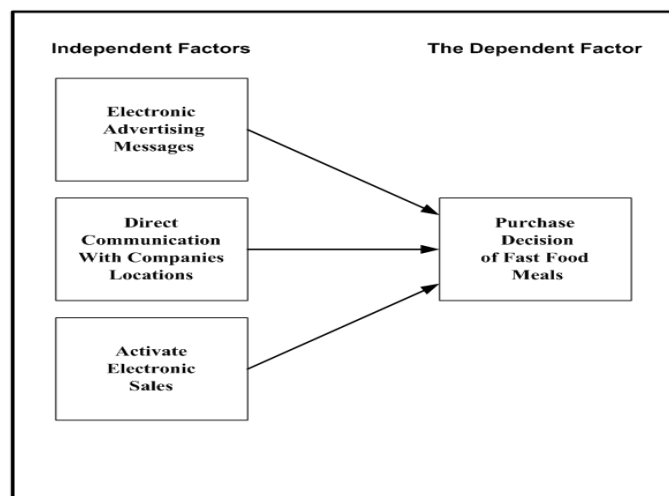


Figure 1: Study Model

HYPOTHESES OF THE STUDY

The study is based on the following hypotheses:

H1: There is an impact, with moral indication, of electronic advertising messages on purchase decision of fast food.

H2: There is an impact, with moral indication, of direct contact on purchase decision of fast food.

H3: There is an impact, with moral indication, of sales activation on purchase decision of fast food.

LITERATURE REVIEW

The current research aims to aware (explain) the impact of E-promotion on purchase decision of fast food. There many studies that deals with impact of electronic promotion on many fields. For example, A you b study, and others (2001), about using internet in electronic advertising in computer organizations in Saudi Arabia, the study explained that there is a direction by those organizations to use internet in e-commerce especially in electronic advertising domain.

The study of Abbas and Alshawaf, aimed to determine obstacles that limit the use of internet by people of Kuwait society. The study explained that among obstacles are the freshness dealings with internet by Kuwait society, which reduces individuals experience in using internet in different fields. In addition, the lack of trust in internet, the feeling on unsecured and the consumer (user) is not familiar in internet usage in the field of electronic shopping and purchasing.

Amer & Agr (2009) indicate through their study many believe that fast food promotion is a significant cause of the obesity epidemic in North America. Industry members believe that promotion does not increase overall demand but only reallocates brand shares .

Amer & Agr studied how market share and total demand are effected by fast food promotion through estimating a discrete / continuous model of fast food restaurant choice and food expenditure that explicitly accounts for both temporal and spatial determinants of demand. Estimates are obtained using a unique panel of Canadian fast food consumers.

The study results that the promotion has a smaller effect on restaurant market shares compared to increasing demand, increasing the market share of the promoting firm, and in expanding the demand for fast food in general. The most important, however, was that they found that the proportion of any unit-sales increase caused by price-promotion due to an expansion in demand is far greater than that due to brand switching.

Jones study finds that the use of free toy promotions, by quick service restaurants (QSRs), can affect the desirability of children's meals as well as an interest of consumer well being. (Jones, 2014)

In two experimental studies, this research examines effects of different levels of toy value and nutrition information. It also examines the moderating role of the need for cognition variable.

These studies are the first to investigate the influence of toy promotions, healthier meals, and moderators. Key findings suggest differential impact of toys and reveal patterns of interactions, which suggest strong moderating effects. Other findings suggest that nutrition information has little influence.

Mindful of social responsibility, strong industry self-regulation is needed. QSRs should also concentrate on doing a better job of promoting healthier meals and their social benefits. Findings are discussed in terms of implications for QSRs and consumer well-being, and ideas for future research are given.

The range of potential influences on children's food choices, was discussed by Eagle & Brennan (2007). They suggested that recent restrictions on advertising of some foods may not be effective as it is expected .

Eagle & Brennan's study aimed to illustrate the types of promotional activity that are not covered by recent regulatory actions using home-delivered food promotional materials. They delivered all food promotional leaflets and flyers to households over a four-month period, then they did the analysis, in terms of their overall content, whether healthy options were included in the content or in special promotional offers.

The results of this study showed that 90 % of the material featured foods whose advertising would potentially be restricted if it were placed in media for which regulations were tightened in early (2007). Few included healthy options in menus and none offered these as part of their special promotions. The findings of this study suggest that lobbyists, policy makers and advertisers alike should take a more holistic view of potential influences on dietary choice .

The study of Shen& Fu-Ciang Su (2014) indicates that sales promotion becomes an important issue of electronic commerce success, as Internet shopping grows up rapidly. Online consumer is the main object of this study. Even though there are some research has done on framing effect, it is a lack of research focuses on online sales promotion.

This study utilizes an experiment with two (monetary framing effect: saving amount of money framing vs. percentage of discount) x 2 (delayed vs. redeeming timing of monetary incentives: immediate) x 2 (regulatory focus: prevention focus on product description vs. promotion focus) between subject design .

Empirical findings conclude the followings. First, regulatory focus on product description has moderating effect on the relationship between consumers' perceive value of sale promotion and monetary framing effect. Second, redeeming time of monetary incentives has interaction effect with monetary framing and regulatory focus of product description to purchase intention. Third, when the online sales promotion using a discount framing, consumers tend to have a higher perceived value and purchase intention toward a promotion offer

The research extends theoretical background of framing effect and regulatory focus theory in electronic commerce, and practical suggestions for e-commerce

Zahra et al (2016) research specifically examines the relationship of perceived advertising clutter, perceived goal impediment and prior negative experience with advertising avoidance. The proliferation of the Internet has greatly increased ways organizations target customers through online advertising.

However, consumers have also become more proficient at advertising avoidance. Survey data from (339) consumers browsing the Internet in Iran were used to validate the original model. Furthermore, an extension of the study suggested that user mode moderates the relationships identified in the original model.

The study of Yuanchun& Liu, Yezheng (2012) find that Product recommendation and price promotion are important tactics to discounted products in the promotional campaign for a product and gain market share in the e-commerce context.

However, there is no analytical model is hitherto available in order to optimize, jointly, the price discount for the promoted product and the product portfolio to recommend.

A probability model to complete the task is provided in this paper. The proposed model encouraging customers to purchase the non-discounted products through the recommendation system, while simultaneously motivates customers through an attractive price discount for the promoted product .

The numerical studies show that the proposed method acquires higher profits than do conventional methods .

Finally, we offer managerial insights and provide helpful guidelines to help e-trailers to make the most gainful online promotional decision.

METHODOLOGY

Data Source

The methodology of the current study is mainly based on two types of data sources:

- The secondary sources: information and data obtained from reviewing the literature.
- Primary Sources: are accumulated by pertaining to data collection through of an initial questionnaire that was developed, designed and distributed to (25) individuals, in order to determine the factor influencing the decision to buy fast food.

According to the results obtained this preliminary study and the literature review, it has been drafted (the final questionnaire) and evaluated by many specialists in marketing, E-marketing and especially electronic promotion .

The final form includes a (4) dimensions distributed (25) questions .

The Scale and Diminutions

This study adopted the scaling technique which is considered one of the main instruments of current marketing research Malhotre et al (2004) and is most commonly used for assessing how people feel or think about constructs or objects (Neuman, 2003)

Having taking into consideration the criteria for selecting a scaling technique (Alsamydai et al 2013), for example,

the characteristics of the respondent and information needed by the study as well as the model of administration (Alsamydai et al 2014), (Alrin et al 2003), the quintet (Likert) Scale was chased for the current study. Therefore, all the focal constructs of the current study user measured on quintet/ liker. Scale range from: Strongly agree (5) agree (4) neutral (3) disagree (2) strongly disagree (1).

RESULTS

The results of this study, from Table 1, show that the reliability is 90.9% which is more than the reliability sited by Cronboach's Alpha of 70% or higher and hence this result is acceptable in social and Marketing Studies.

Table 1: Reliability Coefficient

No. of Cases	Coefficient of Cronboach's Alpha	No. of Items
396	0.909	25

Table 2 is a Descriptive Statistics and One-Sample T-Test of the independent variable: The electronic advertising messages contact with website of the fast food restaurants.

Table 2: The Electronic Advertising Messages Contact with Website of the Fast Food Restaurants

S. No	The First Dimension: Electronic Advertising Messages	Mean	Std. Dev	T Value	Sig
1-	Find that electronic advertising messages published about fast food are attractive	3.9924	1.25383	15.751	0.0
2-	Feel that electronic advertising messages published about fast food are motivated	3.9343	1.10269	16.862	0.0
3-	Feel that electronic advertising messages published about fast food are direct	3.8081	1.25427	12.821	0.0
4-	Trust electronic advertising messages published about fast food	3.5480	1.37250	7.945	0.0
5-	Electronic advertising messages about fast food encourage you to take purchase decision	3.8131	1.09101	14.831	0.0
6-	You are sure that information published through electronic advertising messages about fast food	3.8232	1.25449	13.059	0.0
	H1:	3.8199	0.95354	17.110	0.0

By using descriptive analysis determined that the mean of the H1 (3.8199) is over the midpoint (3), and the value of One-Sample T-Test (17.110) is over (1.96), and the value of Sig is (0.0) and it is less than (0.05), this indicates that electronic advertising messages impact the decision to buy fast food.

Table 3 is a descriptive statistics and One-Sample T- Test, of the independent variable, direct contact with company site (location).

Table 3: Direct Contact with Company Site (Location)

S. No	The Second Dimension: Direct Contact with Company Site	Mean	Std. Dev	T Value	Sig
7-	Restaurants electronic sites motivate you to look at published messages about fast food	4.0354	1.29214	15.945	0.0
8-	Announced Restaurants electronic sites (location) distinguished by its good and attractive design	3.5934	1.49729	7.887	0.0
9-	You are willing to look at published messages concerning fast food	3.5480	1.51456	7.200	0.0
10-	You trust advertising messages published in restaurants electronic sites more than messages published from advertising companies	3.7753	1.33407	11.564	0.0
11-	You continuously follow advertising messages published in restaurants electronic sites	3.6818	1.34814	10.064	0.0
12-	advertising messages published in restaurants electronic sites described by update and continuous development	3.6086	1.42698	8.487	0.0
H2:		3.7071	1.06269	13.241	0.0

By using descriptive analysis, determined that the mean of the H2 (3.7071) is over the midpoint (3), and the value of One-Sample T-Test (13.241) is over (1.96), and the value of Sig is (0.0) is less than (0.05).

This indicates that direct contact with company site (location) impacts decision to buy fast food.

Table 4 is a descriptive statistics and One-Sample T-Test of variable, electronic sales promotion on fast food.

Table 4: Electronic Sales Promotion for Fast Food

S. No	The Third Dimension: Electronic Sales Promotion for Fast Food	Mean	Std. Dev	T Value	Sig
13-	Advertising companies frequently published, about fast food, prices discounts for fast food	3.7652	1.27404	11.951	0.0
14-	Restaurants offer prices discounts through its electronic sites	3.8005	1.39369	11.430	0.0
15-	Restaurants advertising about fast food, motivates you by offering a free product	4.0505	1.15286	18.133	0.0
16-	Restaurants of fast food publish in their electronic sites an offer for gifts when you purchase their products	3.6869	1.36054	10.046	0.0
17-	You find that advertising about prices discounts through text messages affected your purchase decision to buy fast food	4.0808	1.01808	21.126	0.0
18-	Restaurants of fast food publish an offers for family with suitable prices	3.8460	1.11560	15.090	0.0
19-	Restaurants of fast food are committed with determined time of delivery	3.4091	1.41576	5.750	0.0
20-	Fast food delivered and received with required quality	4.0833	0.88339	24.404	0.0
H3:		3.8403	0.87120	19.193	0.0

By using descriptive analysis, determined that the mean of the H3 (3.8403) is over the midpoint (3), and the value of One-Sample T-Test (19.193) is over (1.96), and the value of Sig is (0.0) is less than (0.05).

This indicates that electronic sales promotion for fast food impacts decision to buy fast food.

Table 5 is a descriptive statistics and One-Sample T-Test of the dependent variable, the electronic advertising messages

Table 5: Electronic Advertising Messages (One Sample Statistics)

S. No	The Forth Dimension: Electronic Advertising Messages	N	Mean	Std. Dev	T Value	Sig
21-	electronic advertising messages affects your decision to buy fast food	396	4.0152	1.11821	18.066	0.0
22-	You frequently order your fast food through restaurant electronic sites (location)	396	3.0429	1.39281	0.613	0.540
23-	You frequently order your fast food through electronic sites (location) of its distribution companies	396	4.1414	0.99375	22.857	0.0
24-	Fast food restaurants offer discounts that encourage you to take purchase decision	396	4.0101	1.12729	17.831	0.0
25-	Fast food restaurants publishes a trusted information about product quality and about time of delivery	396	4.2222	0.82745	29.394	0.0
H4:		396	3.9192	0.62400	29.314	0.0

By using descriptive analysis determined that the mean of the H4 (3.9192) is over the midpoint (3), and the value of One-Sample T-Test (29.314) is over (1.96), and the value of Sig is (0.0) is less than (0.05).

This indicates that electronic advertising messages impact decision to buy fast food.

Correlations

Table 6 shows the inter relation between dimensions, Pearson Correlation, Sig. (2-tailed) and number of sample space of the survey.

Table 6: Correlations

		H1	H2	H3	H4
H1	Pearson Correlation	1	0.679**	0.376**	0.266**
	Sig. (2-tailed)		0.0	0.0	0.0
	N	396	396	396	396
H2	Pearson Correlation	0.679**	1	0.566**	0.280**
	Sig. (2-tailed)	0.0		0.0	0.0
	N	396	396	396	396
H3	Pearson Correlation	0.376**	0.566**	1	0.573**
	Sig. (2-tailed)	0.0	0.0		0.0
	N	396	396	396	396
H4	Pearson Correlation	0.266**	0.280**	0.573**	1
	Sig. (2-tailed)	0.0	0.0	0.0	
	N	396	396	396	396

**Correlation is significant at the (0.01) level (2-tailed)

In order to test relationship between the components of the study model, person correlation coefficient refers to the existence of a positive relationship between the components of the study model.

Regression

Table 7: Coefficients ^a

Model	Un Standardized Coefficients		Standardized Coefficients	F	R	R Square	df	T	Sig.
	B	Std. Error	Beta						
1	(Constant)	2.226	0.133				3	16.772	0.0
	H1	0.099	0.036	0.151	68.532	0.587 ^a	392	2.707	0.007
	H2	-0.099	0.037	- 0.169			395	-2.701	0.007
	H3	0.439	0.036	0.612				12.342	0.0

^a Dependent Variable: H4

Results of the study indicate that all directions of electronic promotion have an impact on purchase decision of fast food. The value of R Square is (0.344).

This indicates that any change will affect by value of (0.344) and F value is greater than the tabular value.

CONCLUSIONS

- By using descriptive analysis determined that the mean of the H1 (3.8199) is over the midpoint (3), and the value of One-Sample T-Test (17.110) is over (1.96), and the value of Sig is (0.0) is less than (0.05). This indicates that electronic advertising messages have an impact on decision to buy fast food. In addition, it indicates that electronic advertising messages that are published (circulated) about fast food are attractive in average of (3.99).
- By using descriptive analysis determined that the mean of the H2 (3.7071) is over the midpoint (3), and the value of One-Sample T-Test (13.241) is over (1.96), and the value of Sig is (0.0) is less than (0.05). This indicates that direct contact (communication) with company site (location) have an impact on the decision to buy fast food. In addition, it indicates that company electronic site (location) motivates customers to look at published (circulated) messages, about fast food, in an average of (4.0354).
- By using descriptive analysis determined that the mean of the H3 (3.8403) is over the midpoint (3), and the value of One-Sample T-Test (19.193) is over (1.96), and the value of Sig is (0.0) is less than (0.05). This indicates that electronic promotion for fast food, impacts decision to buy fast food. In addition, it indicates that announcement about prices discounts through text messages impacts decision to buy fast food and in an average of (4.0808).
- By using descriptive analysis determined that the mean of the H4 (3.9192) is over the midpoint (3), and the value of One-Sample T-Test (29.314) is over (1.96), and the value of Sig is (0.0) is less than (0.05). This indicates that electronic advertising messages for fast food, impacts decision to buy fast food.
- The study shows that consumers frequently order fast food through electronic sites of their distribution companies with an average value (4.1414), and it is over the midpoint (3), and the value of One-Sample T-Test (22.857) is over the tabular value (1.96).
- The study indicates that all dimensions of electronic promotion have an impact on purchase decision to buy fast food. The value of R Square is (0.344) and the value of F is greater than the tabular value.

RECOMMENDATIONS

Based on the study achievements we find that restaurants of fast foods have to pay attention to electronic

promotion due to its effective impact on purchase decision to buy fast food. In addition, the trust must be increased concerning electronic advertising messages for fast food, which has an intermediate average value (3.54) that is less than electronic advertising axis.

Restaurants of fast food must work to publish advertising messages through their electronic sites (locations). They must also advertise and motivate their sales by offering promotions, discounts and gifts.

Restaurants of fast food must give great care and attention to electronic promotion because it plays an important role in sales motivation.

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